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MEDP250

Project Reflection

Creating a visual identity for a hypothetical café was a challenging but rewarding and fun experience. It allowed me to continue to develop my skills in Adobe products and other applications introduced to us during this class.

What worked out and was successful for me was designing the zodiac drafts, mapping out my ideas, and my whole process of using Illustrator to create my logo, menu, caricatures, etc. I really did have a lot of fun throughout most of the process and it felt good to continue to learn more about graphic design as I researched and looked at examples online of other people's visual identities for brands. Finding a style for the caricatures was a bit confusing (and still fun) at some points just because I have a background in illustration and I am much more used to detailed and thorough compositions, so I needed to find a style that was simple and easier to communicate to a larger audience. Ultimately I am happy with the style I ended up finding and using.

What was challenging the most for me was time management. I realized halfway throughout the project that I had created a lot of deliverables that I wanted to add that, with outside obligations, would be a bit hard to schedule when I was able to do things. Next time, I will either lessen the load of what I have to do or try to start earlier. Another challenging thing for me, as I stated earlier, was figuring out how simple I wanted the overall design for the project to be. Sometimes I'd redo the caricatures and several times I had to redo my logo as I felt it was too complicated. Also creating a menu that flowed nicely took me way longer than I had initially expected.

This is a project I intend to continue for the future, as I believe this will be a very strong piece for my portfolio and also in general just a concept I like. It could be a good project to constantly expand and update as I continue my graphic design journey.